KOBS & DRAFT ADVERTISING, INC.
1515 BROADWAY • NEW YORK, NY 10036
(212) 382-3500

Status Report

No.: 2

Date: 7/29/88

Distribution

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K&D: D. Badami, H. Draft, L. Fantom, E. Glick, M. Kosak, G. Peters, B. Roque

Item PARLIAMENT LIGHTS DIRECT MAIL PROGRAM

PROJECT	STATUS	NEXT STEPS
CREATIVE		
BOX COVER CONCEPTS	Revised box cover concepts sent to Client 7/28.	Client to provide approval 7/29.
COPY MAILING #1	Client currently reviewing copy.	Client to forward copy to Agency with legal revisions on 8/2.
GENERAL ADVERTISING PRINT ADS	Client directed Agency to use "Bathrobes" for Mailing #1 box art. Agency currently obtaining artwork from BSB.	Client to advise Agency as soon as possible of of which general ad to use on the box for mailing #2.
J-CARD DESIGN	Agency currently designing J-Cards for Reggae, Flamenco and sampler cassettes.	Agency to forward designs to Client once music is finalized.
MUSIC		
SAMPLER CASSETTE	Agency provided duplication master for Reggae and Flamenco sampler selections to MediaMix 7/26.	MediaMix to mix final duplication master once voice-over is complete and Charlie Byrd usage has been cleared.
V/O TALENT	Agency currently reviewing talent for voice-over.	Agency to submit V/O talent selections to Client for approval by 8/12.
FULFILLMENT CASSETTES	Agency obtaining compiled selections for Reggae and Flamenco.	Agency to provide Flamenco selections to Client on 8/1 and Reggae 8/4.

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Source: https://www.industrydocuments.ucsf.edu/docs/hsyn0004

PROJECT	STATUS	NEXT STEPS
COSTS	Being finalized.	MediaMix to provide Agency with final music costs.
SWEEPSTAKES		
CONTRACT	Agency currently reviewing contract guidelines with sweeps house.	Agency to sign contract of agreement w/o 8/1.
PRIZES	Agency finalizing grand prize destinations and costs with D. L. Blair (Sweepstakes House).	Agency to submit final prize structure for Client approval w/o 8/1.
PRODUCTION		
SCHEDULES	Agency provided revised schedules to Client on 7/27. Drop date of Mailing #1 is set for w/o 10/31/88.	Client to approve shedules by 7/29.
QUANTITIES	Client informed Agency that other direct mail programs are generating a 50% response rate.	Agency to investigate cost to increase quantities of Mailing #2 and #3 from 8,000 to 12,000.

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